12/1/10 CWM 38 Meeting

In attendance: Steve, Susan, Dana, Nat, Matthew, Quentin, Sarah, Shannon, Mer

To do items in bold.

Susan is working on NEH grant. They want Martha’s Vineyard and Nantucket included philosophically, not necessary that we actually go there.

Nat gives an update on Crescent Partners. They are working on a logo and tagline.

American Innovation (Relaunched). They will continue to work to refine the logos.

“Enterprise” might be better than “innovation”

“Reflection of America” was used for her 150th

The logo should reflect the tagline, not contradict. If we are talking about being innovative, the logo shouldn’t be very traditional.

Does the logo and tag line have to suite one group or many? Does corporate want/need the same thing as NEH and the public?

It should capture relevance and show action.

**Nat will share NEH themes with Crescent Partners** so they know where our thinking is.

Barclay Collins heard “innovation” as “entrepreneurial” and he is a corporate sounding board… is this the implication we are giving?

Mer reports on Dave Wickland. He is going to try another half model based on Quentin’s recommendations.

**Nat will get back to Mer on whether we want to have more pens made.**

Whaleboats:

Boothbay Harbor expressed interest. They want to come down to talk after the first of the year.

**Dana/Matthew to contact Taylor Allen.**

**Dana/Matthew to figure out west coast boat** so Steve can approach some west coast contacts.

Bailey Prior-

**Mer will invite him to our next meeting** to talk about exclusivity. We can do anything less than 10 minutes, but need to understand how this works with online learning community.

We have a signed contract with him. He is doing 1 full documentary, not 3 separate pieces. However, since the whole thing will not be done until after the voyage, he will provide short pieces to use in the meantime.

Port Visits:

4 Key elements for each port:

            Kids/education

            Public access (reflect America)

            Fundraisers in port

            Meeting the needs of corporate sponsors

Each place provides partnerships with like minded local historical institutes, schools, etc.

We need strong community organizers in each port.

What do we give to local communities? One evening event?

They might augment interpreter staff with their own to talk about local history.

New London:

Our backyard. We need to create visibility for NL and locals before she sails. It is important to our region. We should go to city pier in New London.

She will get a proper send off for a local icon.

Local, visibility, community, and content.

Newport:

More about relationships, less about content.

New Bedford:

All about content and history.

Canal:

Good for visibility for corporate sponsors.

Each port will have two people that are constant to all ports, the NEH funded position and the marine ops person. Then we will assign a relationship manager to each port. (i.e. Nat- Newport, Susan- New Bedford, etc.)

Steve will need to be available to be anywhere, thus shouldn’t be assigned to just one thing.

**We need a more accurate budget for the voyage.** Shannon’s budget is just about the needs of the ship, not events and education in port.

**Shannon, Dana, and Quentin need to talk about crewing and who should be on board.**

**Sarah, Jonathan and Susan should start thinking about public access. When is a fee charged, when free?**

**Nat think about each port from sponsorship and relationship angle.**

**Shannon to resend the 6 month timeline. (attached)**

**Everyone to provide edits to their sections.**

**Susan will ask Marcy about adding Erin to the group.**

**Mer to talk to Marcy about CWM product in ports.**

Next meeting Dec 15 in Finance 12:30-2:00.